

ORDER



KSNV

Orders	Order / Rev:	104408	Primary AE:	Amy McCreary
	Alt Order #:	06832085	Sales Office:	BLPHI
	Product Desc:	HELLER FOR SENATE	Sales Region:	National
	Estimate:			
	Flight Dates:	10/24/12 - 10/30/12		
	Original Date / Rev:	07/18/12 / 10/30/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	3299 K St. NW Washington, DC 20007	Billing Cycle:	EOM/EOC
			Agency Commission:	15%
Advertiser	Name:	Heller, Dean for U.S. Senate <i>-Revised</i>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	56	\$42,775.00	56	\$42,775.00	\$36,358.75	0.00
10/29/12	10/30/12	38	\$21,750.00	38	\$21,750.00	\$18,487.50	0.00
			Totals	94	\$64,525.00	\$54,846.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$64,525.00
Market	100%	\$222,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$57,850.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$40,050.00
KTUD	1%	\$2,225.00
KVUU	24%	\$53,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	10/30/12	M-F 5-6a WakeUp w/Wagners	5-6a		MT-----	:30	2	\$300.002	0.00	NM	2	\$600.00	

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 104408
Alt Order #: 06832085
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

Order / Rev: 104408 Advertiser: Heller, Dean for U.S. Senate
Alt Order #: 06832085 Product Desc: HELLER FOR SENATE KSNV
Flight Dates: 10/24/12 - 10/30/12 Estimate:

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
RR																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/22/12	10/28/12	--TF--				2	\$225.00	0.00								
Spot	Ch	Date Range		Description			Start/End Time					Weekdays	Length	Rate	Rtg	Type	
1	KSNV	10/22/12-10/28/12	Rachael Ray				11am-12pm					---ThF---	:30	(\$225.00)	0.00	NM	
Unresolved																	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																	
E 13	KSNV	10/29/12	10/30/12	Rachael Ray	Rachael Ray	CM	11am-12pm		MT-----	:30	2	\$225.002	0.00	NM	2	\$450.00	
RR																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	MT-----				2	\$225.00	0.00								
E 14	KSNV	10/29/12	10/30/12	Noon News	Noon News	CM	12-1230pm		MT-----	:30	2	\$275.002	0.00	NM	2	\$550.00	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	MT-----				2	\$275.00	0.00								
E 15	KSNV	10/24/12	10/26/12	Noon News	Noon News	CM	12-1230pm		--W-F--	:30	2	\$275.002	0.00	NM	2	\$550.00	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/22/12	10/28/12	--W-F--				2	\$275.00	0.00								
E 16	KSNV	10/24/12	10/26/12	The Agenda	1230pm	CM	1230-1p		--WTF--	:30	3	\$225.002	0.00	NM	3	\$675.00	
AGENDA																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/22/12	10/28/12	--WTF--				3	\$225.00	0.00								
E 17	KSNV	10/30/12	10/30/12	The Agenda	1230pm	CM	1230-1p		-T-----	:30	1	\$225.002	0.00	NM	1	\$225.00	
AGENDA																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	-T-----				1	\$225.00	0.00								
E 18	KSNV	10/30/12	10/30/12	Days of our Lives	Days of our Lives	CM	1258p-2pm		-T-----	:30	1	\$275.002	0.00	NM	1	\$275.00	
DAYS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	-T-----				1	\$275.00	0.00								
E 19	KSNV	10/24/12	10/26/12	Days of our Lives	Days of our Lives	CM	1258p-2pm		--WTF--	:30	3	\$275.002	0.00	NM	0	\$0.00	
DAYS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/22/12	10/28/12	--WTF--				3	\$275.00	0.00								
Spot	Ch	Date Range		Description			Start/End Time					Weekdays	Length	Rate	Rtg	Type	
1	KSNV	10/22/12-10/28/12	Days of our Lives				1258p-2pm					--WThF---	:30	(\$275.00)	0.00	NM	
Unresolved																	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																	
2	KSNV	10/22/12-10/28/12	Days of our Lives				1258p-2pm					--WThF----	:30	(\$275.00)	0.00	NM	
Unresolved																	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																	
3	KSNV	10/22/12-10/28/12	Days of our Lives				1258p-2pm					--WThF----	:30	(\$275.00)	0.00	NM	
Unresolved																	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																	
E 20	KSNV	10/24/12	10/26/12	The Doctors	The Doctors	CM	2pm-3pm		--W-F--	:30	2	\$225.002	0.00	NM	2	\$450.00	
DRS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:	10/22/12	10/28/12	--W-F--				2	\$225.00	0.00								
E 21	KSNV	10/29/12	10/30/12	The Doctors	The Doctors	CM	2pm-3pm		MT-----	:30	2	\$225.002	0.00	NM	2	\$450.00	
DRS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 104408
Alt Order #: 06832085
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E21	KSNV	10/29/12	10/30/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 MT----- 2 \$225.00 0.00															
E22	KSNV	10/29/12	10/30/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002	0.00	NM		2	\$600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 MT----- 2 \$300.00 0.00															
E23	KSNV	10/24/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002	0.00	NM		1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 --WTF-- 3 \$300.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
1 KSNV 10/22/12-10/28/12 Dr. Phil 3-4p --WTF---- :30 (\$300.00) 0.00 NM															
<i>Unresolved</i> [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3 KSNV 10/22/12-10/28/12 Dr. Phil 3-4p --WTF---- :30 (\$300.00) 0.00 NM															
<i>Unresolved</i> [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E24	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$450.002	0.00	NM		3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 --WTF-- 3 \$450.00 0.00															
E25	KSNV	10/29/12	10/30/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$450.002	0.00	NM		2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 MT----- 2 \$450.00 0.00															
E26	KSNV	10/29/12	10/30/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.002	0.00	NM		2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 MT----- 2 \$450.00 0.00															
E27	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.002	0.00	NM		3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 --WTF-- 3 \$450.00 0.00															
E28	KSNV	10/24/12	10/26/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,200.001	0.00	NM		6	\$7,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 --WTF-- 6 \$1,200.00 0.00															
E29	KSNV	10/29/12	10/30/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$1,200.001	0.00	NM		4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 MT----- 4 \$1,200.00 0.00															
E30	KSNV	10/29/12	10/30/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$1,300.001	0.00	NM		2	\$2,600.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 MT----- 2 \$1,300.00 0.00															
E31	KSNV	10/24/12	10/26/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$1,300.001	0.00	NM		3	\$3,900.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 104408
Alt Order #: 06832085
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

Order / Rev: 104408
Alt Order #: 06832085
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 39	KSNV	10/24/12	10/26/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.00	2	0.00	NM	0	\$0.00
TON SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 --WTF-- 3 \$275.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
1 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --WThF---- :30 (\$275.00) 0.00 NM															
Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --WThF---- :30 (\$275.00) 0.00 NM															
Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --wThF---- :30 (\$275.00) 0.00 NM															
Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 40	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven CM Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----SS 2 \$750.00 0.00															
E 41	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S- 1 \$225.00 0.00															
E 42	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
SAT TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S- 1 \$325.00 0.00															
E 43	KSNV	10/27/12	10/27/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS\															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S- 1 \$300.00 0.00															
E 44	KSNV	10/27/12	10/27/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S- 1 \$450.00 0.00															
E 45	KSNV	10/27/12	10/27/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JEP/WHEEL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S- 1 \$375.00 0.00															
E 46	KSNV	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
SNL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S- 1 \$750.00 0.00															
E 47	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S 1 \$350.00 0.00															
E 48	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
SUN TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S 1 \$750.00 0.00															
E 49	KSNV	10/28/12	10/28/12	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00	

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Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Meet the Press											
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$3,000.00			0.00					
E 50	KSNV	10/28/12	10/28/12	News 3 Today Wknd	CM	9a-930am				-----S	:30	1	\$250.00	2	0.00 NM
				News 3 Today											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$250.00			0.00					
E 51	KSNV	10/28/12	10/28/12	Chris Matthews 9:30AM	CM	9:30a-10a				-----S	:30	1	\$375.00	2	0.00 NM
				Chris Matthews SUN 9:30am											
				CM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$375.00			0.00					
E 52	KSNV	10/28/12	10/28/12	NFL Football	CM	1P-9PM				-----S	:30	1	\$8,000.00	2	0.00 NM
				NFL Football											
				SNFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$8,000.00			0.00					
E 53	KSNV	10/28/12	10/28/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a				-----S	:30	1	\$200.00	2	0.00 NM
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$200.00			0.00					